

# 1973 Editorial Index

**Index of Media Decisions for 1973, arranged by subject and content. Includes feature articles and regular columns. This supplements indexes published in January 1969 (of issues through December 1968), in March of 1970 (of January-December issues in 1969), in February 1971 (of January-December issues in 1970), in March of 1972 (of January-December issues in 1971), and in April of 1973 (of January-December issues in 1972).**

## **BUSINESS PUBLICATIONS**

So you're the fellow in the ad! — Lukens Steel's personalized trade paper campaign has been opening doors for its salesmen without order books. March, p. 48

Drum beater — As senior vp of GAF, Juliette Moran's influence is industry-wide. In this interview, she tells why she's one of business papers staunchest supporters. July, p. 62

"Judge a business book by its content" — Peller — JWT business magazine specialist says this is key to picking business media. November, p. 66

### **As I See It columns on business magazines by:**

Al Ries — The white knight for the BPA stresses the importance of audited business publications. January, p. 64

Larry March — Industrial advertising managers are seeking ways to determine the value of their business/trade media investments. February, p. 67

Al Ries — The strength of business publications lies in their ability to isolate an industry by refined circulation. This selectivity rather than increased circulation is the answer to promoting today's business magazines. March, p. 79

Larry March — The selling tools of the trade/business press are examined and evaluated. April, p. 68

Al Ries — The audited business publica-

tion buy offers more of a guarantee than a non-audited one. May, p. 102

Larry March — There has been a breakthrough in the universe identification of business publications. June, p. 98

Al Ries — When an agency or advertiser is planning to buy a business publication they would save considerable time by limiting their choices to those that are ABP qualified. July, p. 76

Larry March — There have been nine specific improvements in the trade press business. August, p. 74

Al Ries — Should "industrial advertising" have a new name? September, p. 82

Larry March — The AIA Media Data Forms need revision. October, p. 94

Al Ries — The ABP issued the first detailed, comprehensive study of advertising pages and revenue going into the unaudited business publications. November, p. 96

Larry March — The latest group of business magazine studies have been done in such a way as to make them uncertain measurements for the business press. December, p. 84

## **CONSUMER MAGAZINES**

General Foods' tv-magazine study three years later — Says GF's media services director Archa Knowlton: "We realize now that the American woman's involvement with magazines we can't bypass." February, p. 50

Exclusive: First TGI tallies — First re-

lease of copyrighted TGI data ranks top magazines with largest total audiences, most men, most women. February, p. 54

A magazine expert looks at single copy sales — He's 25-year veteran in the retailing end of magazines, and his view of newsstand sales are valuable to the mediaman. May, p. 58

Is magazine research in a believability crisis? — Media and agencies are aghast at wide differences in total audience numbers reported for magazines by TGI and Simmons. June, p. 66

Roundtable 4: New Magazines — Buyers and sellers get together to develop guidelines for the evaluation of new books, an especially acute problem this year as a bumper crop of new hopefuls are readied for introduction. July, p. 51

Those "don't quote me" Magazines — MEDIA DECISIONS, in finding out everything you always wanted to know about sex-oriented magazines, discovered that users and non-users of the books were eager not to be quoted. But we got the story anyhow. August, p. 51

The book club game — Trick is to pick media that will sell most long-term members, and screen out the rip-offs. Safest media plan is selective magazines and special sections. August, p. 62

The ADI war — A bitter inter-media battle has been set off by ARB's new comparison of tv, magazines and newspaper "circulations" in the ADI's. Magazines and newspapers say its dirty pool —

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Simmons defends his hiatus — In this Q&A, Bill Simmons explains why he has postponed his 1973 audience report, and what this should mean to users of audience research of all kinds. September, p. 55

#### As I See It columns on consumer magazines by:

John Meskil — Even with the departure of *Life Magazine* the future looks bright for magazines in '73. January, p. 54

Sandy Reisenbach — The question of special copy for the specialty books is discussed. February, p. 84

Dan Borg — The integrity of a magazine can be quickly undermined by "deals" off the rate card. March, p. 76

Dave Arnold — The cost of magazine delivery by the U.S. mail could be negated if there were magazine wholesalers to do the job. April, p. 84

John Meskil — The changing world of magazines appears to be a positive one; special interest books, regional editions, higher-price-per-copy, all are pluses in the new world of magazines. May, p. 88

Sandy Reisenbach — More relevant measurements are needed for the specialized magazines. June, p. 98

Dan Borg — Magazines should be enforcing their closing dates more strictly. July, p. 76

Dave Arnold — How can specific books be recommended with any assurance when their audience figures are so questionable? August, p. 86

John Meskil — Consumer magazines can reach the prime prospect in each market with less waste than any other medium. Sept., p. 84

Sandy Reisenbach — The time has come to re-evaluate magazine research and come up with some alternative means of measurement. October, p. 92

Dan Borg — Unqualified and unannounced cash rebates can only serve to make a magazine suspect with the buyer. November, p. 80

Dave Arnold — The new order form devised by the various committees from the 4A's, ABP and MBA will serve three different purposes. December, p. 80

#### MARKETING

How they market the Mazda — Dick Brown and Bill Powers move fast, hit hard, concentrate media dollars where competitors can't dull their impact. January, p. 50

HO, HO, HO — Guest Editor Don Osell

explains how creative and media working together have made the Jolly Green Giant's "HO, HO, HO," a household word. March, p. 50

What's behind those Foster Grants? — Mauri Edwards, advertising/marketing director, comes out from behind his glasses long enough to explain a tough media plan that has moved his brands up to a large share of market in an expanding field. April, p. 54

Inn-keeper with a flair — The ad creative concept is based on the showmanship of the Hyatt hotels. The media plan is based on a careful study of where travelers come from. Here's how the two are fitted together by Glenn Advertising in Dallas. April, p. 64

The name-callers — The new strategy of directly head-on confrontations with competitive brands raises some new questions for media men. April, p. 66

Mountain boy — How Warren Stewart, ad director of Celanese, developed a new media idea on his way to the new job in New York. May, p. 56

RCA's corporate ad million — Douglass Alligood explains how a large corporation makes the media decisions involved in its strictly corporate ad program. May, p. 66

Yardley's marketing turnaround — How media decisions figure in the marketing strategies of Bill Hunt, Yardley president, as he converts a maker of fine soaps into a marketer. May, p. 60

Why Brylcreem switched to print — A switch in marketing purpose has triggered a switch in media for Beecham's fast growing hair care line. June, p. 64

Don't write off the senior citizens — America's elderly hold the purse strings for \$200 billion annually. Yet to much of the marketing world, they are a forgotten generation. July, p. 64

How Nestle uses psychographics — Guest Editor Dewey Yeager shows how life style information is applied to coffee marketing and media plans by Nestle and its agencies. July, p. 68

Can a New Cigarette Make It? — Most cigarette men say "no." So far they're stymied in efforts to introduce new brands without broadcast. September, p. 60

No rest for no. 2 — "Avis tries harder" is no idle boast. Here's how that famous slogan is applied to media strategy. September, p. 62

How to sell a Metroplex — Dallas and Fort Worth decided they'd both benefit if they forgot old rivalries and merged into one SMSA with a new airport in the middle. September, p. 70

Pepsi matches media with marketing —

Guest Editor Henry Hayes of Pepsi has a single minded approach to media planning: Have the media match the marketing and creative strategies. September, p. 74

Is the price right? — What's going on in the burgeoning and often bargain-basement world of record album selling via tv. October, p. 66

Six month wonder — Bob Poulin, the dynamic 40-year-old president of Glamorene has his own innovative ideas on marketing and media. November, p. 62

The "Fly Me" strategy — Here's how National Airlines does it with a five-media mix. November, p. 64

How Galliano moved off the topshelf — Charlie Bertrand of McKesson combined some zany promotion and \$1.6 million in magazines to do the job. November, p. 68

Four ways to launch new products — Bob Zabel, new president of N. W. Ayer, and Hans Carstensen, senior vp, demonstrate how new different products require different media. November, p. 70

American Motors hits them where they ain't — Guest Editor Gene Richmond tells how AM seeks to by-pass competitors. November, p. 72

Birdseye view of media buying abroad — Henry G. Meyer-Oertel of INTA Advertising describes the changes. November, p. 150

So what's the storee, Jerry? — Jamaica Gas and Electric and its hard sell commercial tactics is moving from New York into 14 other markets. December, p. 60

We're busting out all over — Gold Kist, a giant among farm co-ops, has found advertising a key to good member relations. December, p. 68

#### As I See It marketing columns by Joe Ostrow:

The computer is examined and its contributions to advertising and marketing plans discussed. January, p. 60

The media professional has largely ignored judgmental areas that deal more directly with consumer motivation. February, p. 66

The call is out for advertisers, agencies and media to combine efforts on the problems of clutter in advertising. March, p. 74

Editorial content should enhance advertising placement for a more effective use of the medium. April, p. 78

Direct mail should be subjected to the same analysis and selection process that is undertaken in relationship to any other media utilized within the marketing plan. May, p. 94

The benefits and drawbacks of in-house

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agencies are examined. June, p. 94

Something must be done to get more productive answers out of the dollars invested in research. July, p. 72

Media copy should be evaluated to insure conformity with the medium used. August, p. 76

Five marketing objectives are reviewed; many have a two-sided significance. September, p. 86

There is much to be learned in consumer communications practiced outside the United States. October, p. 88

It is time to take a look at the domestic satellite scheduled for 1974. November, p. 94

A careful investigation of media buys in the "necessary" buy category needs some reviewing. December, p. 72

## MEDIA PEOPLE

Profile of a media supervisor — An up-to-date view of the roles played by the men and women who guide day-to-day planning and buying for major accounts. January, p. 48

Can the brand manager pick media? — A study for the ANA finds he's not involved in media decisions, but we find otherwise. Here's why — as played back by some top managers of marketing for famous brands. February, p. 43

The winners — How Frank McGonagle, advertising director of Fram Oil Filters, called the shots on a creative media plan and proved it can pay off to buy something that hasn't been tried before. April, p. 60

Dick Clark knows kids — Here's his definition of the youth market, and tips on how to reach it through favorite media of young people. June, p. 60

I love people but . . . Tom Garrabrant says "beware." — He points out six of the most difficult ad types he's observed in a career in and out of media. June, p. 62

How Nat Gayster hand-controls spot tv paperwork — He has a system for keeping the paperwork under control — and does it without use of the computer. August, p. 58

Would you raise your daughter to be a media woman? This question was put to media mothers who have already made it in their jobs. September, p. 66

How a supermarket chain buys media — MEDIA DECISIONS spends a day at Shop-Rite with Ron Giannettino of Keyes-Martin, the full-service agency to which this chain has turned over its media planning. October, p. 60

Media advice to a brand manager — A special report by Steve Dietz and Ron Erickson of Arthur D. Little. November, p. 55

## MEDIA DEPARTMENT

Agency networks: "In union there is clout" — The trend among networks is toward centralization of special services like media planning and buying. There's almost \$1 billion at stake here. February, p. 58

What the top 25 agencies do about media training — How full-service agencies are bridging the generation gap in media know how through recruiting and on-the-job training programs. March, p. 54

DeGarmo's four horsemen of media — Senior vp Steve Semons tells how four media planners manage to ride herd on \$22 million in major media billings. March, p. 58

Who buys best? — That's the question as the fight goes on among a la carte advertisers, the independent media buyers, and the full-service agency men. April, p. 56

But are you making money? Is your media department a profit center or get-poor-quick facet of your agency? How to brighten the financial picture. June, p. 56

"We can make a fair profit with any combination of Media" — This is the thesis of John Pingel of Ross Roy who described how it is done in his shop, making use of a wide range of media. October, p. 64

How to make the other 85% work harder — Erwin Fleischer, vp-media director of Norton-Simon Communications, explains how a leading house agency controls its media operation. November, p. 140

Chicago's mod squad — The mod in this case stands for modular. And the squad is Dan Pearson's media team at Post-Keyes-Gardner. December, p. 62

## Mediology columns by Ed Papazian:

"For the small or middle sized station the path to more national spot dollars is to promote the market." January, p. 12

A complaint about media research and the narrow outlook of the experts who deal with the data. February, p. 12

The consumer must be hit with the commercial message at the right time. The media professional has to put himself in the consumer's role. March, p. 12

Hiring new media people leaves a bad taste in Ed's mouth. He finds the candidates generally apathetic. April, p. 12

Television formats seem to be reworking old ideas and avoiding anything that is innovative. May, p. 14

Daytime tv, the network's biggest profit center, should be sharing expenses on new data. Because of incomplete figures, the

buyers are having trouble convincing clients that it is a necessary part of a media plan. June, p. 14

The three schools of buying are discussed; cheap; scatter; reach-and-frequency. July, p. 14

Program producers must provide guidelines to content of new program ideas. August, p. 12

When to balance a media mix against a large audience. September, p. 12

Psychographics is overrated and generally not something to be concerned about. October, p. 14

The blame for magazine research discrepancies falls to laxity in internal administration. November, p. 12

The networks and established research firms who measure their audiences are urged to deal with the question of viewing — what it really means and what it doesn't. December, p. 16

## NEWSPAPERS

Big city newspapers: How they woo the suburbs — Here's a roundup of how the top ten markets' papers are reaching out for suburban readers. January, p. 46

Will Jim win his market-by-market newspaper study? — Guest Editor Jim Tommaney wants a reliable multimarket newspaper study, and has been fighting for one under ABC auspices for two years. February, p. 52

New roll-out for an old brand — Four Roses seized on the addition of Light Whiskey as legal for U.S.-based distillers to make to get out of a marketing bind. It's the front runner in the field. February, p. 56

Roundtable 2: Newspaper Preprints — MEDIA DECISIONS sat three preprint users down with three newspaper executives. Here are their variant points of view on everything from rates to exclusivity. April, p. 49

Why Sunday comics? Advertisers are taking a new look at the newspaper Sunday comics sections, and find 125 million youthful readers. May, p. 62

Media's "we can do it man" — Dale Lang has shown how to make special use of magazine regionals. Now he's adding a new dimension to the daily newspaper page. June, p. 58

The ADI War — A bitter inter-media battle has been set off by ARB's new comparison of tv, magazines and newspaper "circulations" in the ADI's. Magazines and newspapers say its dirty pool —

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another "apples and oranges" mix. August, p. 68

The book club game — Trick is to pick media that will sell most long-term members, and screen-out the rip-offs. Safest media plan is selective magazines and special sections of newspapers. August, p. 62

Seagram's Newspaper Scorecard — A system for correcting biggest headache of national advertisers in newspapers: Position. It's tough, and it works. September, p. 58

The hot five — They're the newsweeklies. And here's a closeup of how they're doing in a year when more people than ever are eager to keep track of everything. October, p. 53

#### As I See It columns on Newspapers by:

Sandy Reisenbach — The Sunday paper as an advertising vehicle comes under scrutiny. January, p. 63

Dan Borg — Buyers need shortcuts for newspaper buying; not an abundance of salesmen. February, p. 70

Dave Arnold — Newspaper buys at Leo Burnett have been computerized and a new language has been adopted. They're patronizing the computer. March, p. 83

John Meskil — Newspaper inserts are lauded. Examples of how to use them are presented. April, p. 78

Sandy Reisenbach — Newspapers can serve both advertisers who need mass coverage and those who need to pinpoint a narrow market segment. May, p. 100

Dan Borg — Newspapers have more data available than most buyers are aware of; The Bureau of Advertising could provide them with more than enough information. June, p. 88

Dave Arnold — The Bureau of Advertising is promoting the availability of newspaper research and also compiling and summarizing the information at hand so that it can be put to better use. July, p. 85

John Meskil — The Bureau of Advertising has completed a study on daily versus weekly newspapers in the St. Louis area. August, p. 84

Sandy Reisenbach — The prediction is made; newspapers are such a firmly entrenched medium that they will remain virtually unchanged in the years ahead. September, p. 91

Dan Borg — A whole revision in the appearance of the daily newspaper is seen if paper supply continues to be short. October, p. 82

Dave Arnold — The Newspaper Advertising Bureau made a spot check of newspapers in different parts of the country who reported the steps they were taking to conserve their newsprint supplies. November, p. 85

John Meskil — Here are some tips on how to avoid having your ad bumped in the newspapers. December p. 79

#### COLUMNISTS

Columnists included four men who took turns on writing columns on Television, Radio, Magazines and Newspapers as follows:

**John Meskil**, senior vp-media director, Warwick, Welsh & Miller, Inc., New York.

**Sanford E. Reisenbach**, senior vp-media, Grey Advertising.

**Daniel Borg**, senior vp-director of media, Ketchum, MacLeod & Grover, New York.

**Dave Arnold**, associate media director in charge of administration and development, Leo Burnett Co., Chicago.

Two men alternated in writing the regular column on Business Magazines. They were:

**Al Ries**, president, Ries Cappiello Colwell, Inc., New York.

**Larry March**, vp-media director, Buchen Advertising, Inc.

Every issue columnists included: **Ed Papazian**, vp-director of media at Batten, Barten, Durstine & Osborn, N.Y., and author of the Mediology column.

**Joseph Ostrow**, senior vp-director of communications services, Young & Rubicam.

**Phil Shiffman**, vp-media research, Benton & Bowles.

Columnists who shared the honors in writing about Out-of-Home Media in 1973 included:

**Roger Bumstead**, vp-media, Tinker, Dodge & Delano, Inc.

**Karen Wright**, associate media director, F. William Free & Co.

**Henry Prasse**, director of out-of-home media, Needham, Harper & Steers, New York.

**Robert Flood**, general manager, corporate outdoor advertising department, D'Arcy-MacManus.

**John Hope**, manager of out-of-home media, BBDO, New York.

**Ted Lord**, out-of-home media consultant.

New columnists in 1974 include **Mike Drexler** of Doyle Dane Bernbach, **Bob Woods** of McCann-Erickson, **Helen Johnston** of Grey, and **Bernie Gugenheim** of Campbell-Ewald.

#### OUT-OF-HOME

Outdoor — it's no automatic buy — Outdoor specialists say they have problems because most admen aren't exposed to outdoor showings. Here's what they do about it. October, p. 68

#### Out-of Home columns by:

**Karen Wright** — Outdoor's adoption of the gross rating point is directed at establishing a more meaningful comparison with broadcast media. January, p. 58

**John Hope** — The grps have arrived in outdoor. February, p. 82.

**Roger Bumstead** — A humorous version of how to make friends and business acquaintances aware of outdoor advertising as a vehicle. March, p. 68

**Bob Flood** — An explanation of the discount plans is the standardized poster medium are reviewed. April, p. 88

**Henry Prasse** — The lack of communication between outdoor plant operators and agencies after the schedule is placed leads to suspicion and confusion. May, p. 99

**Ted Lord** — The creative aspect of outdoor is often the most constricting one. June, p. 103

**Karen Wright** — Here's an explanation of why outdoor costs are rising faster than others. July, p. 84

**Bob Flood** — An annual critique on outdoor boards is needed. August, p. 76

**Roger Bumstead** — Outdoor plants could offer the same zip code information that *Time* pioneered. September, p. 88

**Henry Prasse** — Some outdoor plant operators are less than enthusiastic about switching their standard unit from "showings" to gross rating points. Oct. p. 94

**Bob Flood** — Bulletin operators should know how to go about taking good photographs of completed paint displays, getting them developed and delivered to the advertiser and/or agency before the next repaint goes up. November, p. 88

**Karen Wright** — The advent of the energy crisis makes it imperative that the outdoor industry establish new, acceptable research measurements and re-evaluate its pricing structure. December, p. 86

#### RADIO

RAB's answer man — Dick Montesano, the Radio Ad Bureau's quiz kid, has found a way to get brand managers asking for more information on radio. March, p. 60

Hottest sound around: Nostalgia radio — Music now represents 75% of all personal radio listening. So radio buyers have to know the formats. The problem is they're always changing. May, p. 51

How they buy radio today — Two networks and the major reps have added com-

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puterized data systems for the convenience of radio planners and buyers. July, p. 58

The closet buy — Walet Staab defends a practice that many radio time sellers decry. November, p. 150

#### As I See It columns on radio by:

Dan Borg — Radio commercials may not have the recall of tv and magazines but their importance should not be overlooked. January, p. 69

Dave Arnold — The value of spot radio is examined. February, p. 81

John Meskil — Re-pricing of radio's 30-second commercials is needed. March, p. 72

Sandy Reisenbach — If a station is changing its format, data should be presented to support claims for audience shifts. April, p. 86

Dan Borg — A radio schedule must be determined by more than one method. May, p. 104

Dave Arnold — Be aware of the peculiar differences in each network when buying network radio. June, p. 98

John Meskil — The FM buy is a difficult one to make as there is very little research available. July, p. 78

Sandy Reisenbach — Are radio ratings being hypoed? August, p. 82

Dan Borg — Praise is forthcoming for the radio stations that offer "Call for Action," a telephone referral service. September, p. 80

Dave Arnold — Radio stations that have a problem with slow paying practices should re-examine their billing procedures. October, p. 92

John Meskil — Many advertisers and agencies fail to set up sufficient criteria before a campaign is run to allow them to come to an accurate measurement of radio's effect on sales. November, p. 88

Sandy Reisenbach — Golden West and Major Market Radio's commissioned study of radio and tv recall is under discussion. December, p. 82

#### RATES

Which is best for buying: CPM or CPM? Will the cost per gross rating point replace the cost per thousand as the base unit in media analysis? Agencies are split on which to use. February, p. 48

Special Report: The cost trend — Part I, prepared by the Media Analysis Group at JWT, shows unit cost up 48% in the last 10 years. Part II, prepared by Media Decisions, shows costs due to rise another 7% in 1974. August, p. 54

#### RESEARCH

SPECIAL REPORT: Media problems 1973 — A two-part investigation of what the outlook is in the year ahead. Part I — Media seminar panelists pick targets for action — A report of Media Decision's fourth-year-end seminar in which the biggest issues were stated as clutter in all media and how to turn consumerists into costumers. Part II — A year of confrontation — A survey in which the key points of controversy loom as: Agencies vs. clients over competitive account handling; Washington vs. advertisers over substantiation of claims; Media vs. researchers over high costs and slim insights. January, p. 39

EXCLUSIVE: First TGI tallies — First release of copyrighted TGI data ranks top magazines with largest total audiences, most men, most women. February, p. 54

Media Research: The new six — Here are the six major new media research projects that admen are talking about — in addition to annual Simmons-TGI battle. May, p. 68

Roundtable 3: Advertising and drug abuse — The relationship of over-the-counter drug advertising and drug abuse in the U.S. remains unproven. But advertising is still either a culprit or a scapegoat for the problem. June, p. 51

Is magazine research in a believability crisis? Media and agencies are agast at wide differences in total audience numbers reported for magazines by TGI and Simmons. June, p. 66

The ADI war — A bitter inter-media battle has been set off by ARB's new comparison of tv, magazines and newspaper "circulations" in the ADI's. Magazines and newspapers say it's dirty pool — another "apples and oranges" mix. August, p. 68

Simmons defends his hiatus — In this Q&A, Bill Simmons explains why he has postponed his 1973 audience report, and what this should mean to users of audience research of all kinds. September, p. 55

What's the Competition Doing? Here's a rundown on the brand expenditure services that answer this question every day of the year — what they report, how they get their data. September, p. 64

Research Under Fire: ARB and NSI defend their tv diaries — Diary critics at agencies claim older-viewer imbalance at expense of younger viewer in diaries. October, p. 72

What's left for the media researcher? The changing picture for the media research expert in agencies. November, p. 58

1974 — Year of Challenge — A three-

part look ahead at over all trends in the advertising business and at the broadcast and print media outlooks in particular. December, p. 53

#### As I See It research columns by Phil Shiffman:

The suggestion is made that the 4A's revise standards for media audience breakdowns. January, p. 64

The data reported to the Advertising Research Foundation did not answer the question of how clutter cuts effectiveness. February, p. 76

In comparing TGI and Simmons one should consider both what the measurements represent and the results obtained in the survey. March, p. 64

Questions have been raised as to the validity of ARB and NSI diary-based audience ratings because unlisted and non-phone homes are not included. April, p. 72

The use of supplementary audience surveys should be investigated as the syndicated services cannot adequately describe the marketing and media habits of small segments of a market. May, p. 100

Agencies should monitor methodology, sample characteristics and track records of research services. June, p. 90

The newsstand sales of magazines offers special significance to the buyer. July, p. 82

An economical method of developing psychographic trait data for specific product categories should be undertaken. August, p. 80

The pros and cons of media data in trade ads are reviewed. September, p. 88

Simmons's review is seen as a positive way to answer many pressing problems in research. October, p. 80

The research on "attentiveness" is not definitive and the work to develop the information is more complicated than it would appear on the surface. November, p. 94

A way in which hypoed ratings can be curtailed is outlined. December, p. 70

#### TELEVISION

Why Bahr is high on cassettes — Y&R's media mystic sees cassettes as a viable medium now for reaching highly segmented audiences. January, p. 52

Roundtable I: CLUTTER First of a series of Media Decisions Roundtables on major problems facing advertisers is concerned with clutter on tv. Panel of experts defines the problem and suggests a course of action. March, p. 43

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Why Nielsen will cut-back weekly tv ratings — Next year Nielsen's NSI will be reduced in frequency closer to what ARB offers. Here's the agency and situation reaction. July, p. 56

Roundtable 5: Children's tv — Media Decisions brought the divergent points of view on this national controversy together and recorded their differences at a conference moderated by Bill Claggett of Ralston-Purina. August, p. 64

How General Foods buys children's tv — Archa Knowlton, GF's director of media services explains a system for screening children's tv shows, including the locals. October, p. 58

Is the price right? What's going on in the burgeoning and often bargain-basement world of record album selling via tv. October, p. 66

What to do about cluttervision — George Simko of Benton & Bowles on how to solve tv-clutter. November, p. 158

It's a color tv Christmas — Prime target for color tv set manufacturers this season is the male football enthusiast. December, p. 64

#### As I See It television columns by:

Dave Arnold — The New Year's resolutions for tv buyers is included in this column. January, p. 71

John Meskil — With movies opposite new programs in television there are problems for the buyer. February, p. 79

Sandy Reisenbach — The prediction of television programing change is set for the fall half of the '70's. March, p. 84

Dan Borg — It is the opinion of many that local station representatives are out to cut the throats of their national counterparts. April, p. 74

Dave Arnold — Buyers will be pleased with BAR's improved checking system which will report on instances of over-commercialization and summarize commercial practices by market and station. May, p. 90

John Meskil — Tv fall lineup receives a night by night evaluation. June, p. 90

Sandy Reisenbach — There might be a different picture of television audiences if measurements were based on a sample of individuals rather than households. July, p. 98

Dan Borg — A buyer must proceed on hunches when the new fall programing line-up is presented. August, p. 82

Dave Arnold — The prediction for the fall tv line-up; four flops and one hit. September, p. 92

John Meskil — A look into selective tv buying versus the scatter plan. Oct. p. 86

Sandy Reisenbach — Suggestions are put forth for other monies in the prime time tv area. November, p. 98

Dan Borg — Estimating errors are too frequent on both the buyer's end and the sellers. December, p. 72

#### GOVERNMENT

SPECIAL REPORT: Media problems 1973 — A two-part investigation of what the outlook is in the year ahead. Part I — Media seminar panelists pick targets for action — A report of Media Decision's fourth-year-end seminar in which the biggest issues were stated as clutter in all media and how to turn consumerists into customers. Part II — A survey in which the key points of controversy loom as: Agencies vs. clients over competitive account handling; Washington vs. advertisers over substantiation of claims; Media vs. researchers over high costs and slim insights. January, p. 39

New roll-out for an old brand — Four Roses seized on the addition of Light Whiskey as legal for U.S.-based distillers to make to get out of a marketing bind. February, p. 56

Roundtable 3: Advertising and drug abuse — The relationship of over-the-counter drug advertising and drug abuse in the U.S. remains unproven. But advertising is still either a culprit or scapegoat for the problem. June, p. 51

Roundtable 5: Children's tv — Media Decisions brought the divergent points of view on this national controversy together and recorded their differences at a conference moderated by Bill Claggett of Ralston-Purina. August, p. 64

Perspective on 1974 — The Washington scene — client agency relations, media buying services, media research. December, p. 54

#### 1973 GUEST EDITORS

January, William A. Power, advertising and sales promotion manager for Mazda Motors of America.

February, James J. Tommaney, executive vp in charge of media, broadcast and research at McCaffrey & McCall, Inc.

March, Don Osell, vp-marketing at Green Giant, Minneapolis.

April, Liener Temerlin, chief operating officer at Glenn Advertising, Dallas.

May, Douglass Alligood, manager, corporate advertising at RCA.

June, Tom Garrabrant, senior vp-media director at Norman, Craig & Kummel.

July, Dewey Yeager, advertising manager, at Nestle Company, White Plains, N.Y.

August, Nathaniel Gayster, vp-media director at Warren, Muller, Dolobowsky.

September, Henry Hayes, media director at Pepsi-Cola Company, Purchase, N.Y.

October, John Pingel, president at Ross Roy, Detroit.

November, Eugene Richmond, director of advertising at American Motors.

December, Dan Pearson, vp-media director at Post-Keyes-Gardner, Chicago.

#### The Roundtables in 1973

Roundtable 1: Clutter. March, pg. 43. The first in a series of MEDIA DECISIONS Roundtables on major problems facing advertising is concerned with clutter on tv. Panelists: George Polk of Alberto-Culver, Tod Moore of Katz, Bob Wheeler of Best Foods, Jim Richdale of Corinthian, Commissioner Bob Lee of the FCC and John O'Toole, moderator, of Foote, Cone & Belding.

Roundtable 2: Newspaper Preprints. April pg. 49. The burgeoning medium of newspaper preprints has caught publishers and advertisers without ground rules or value measurements. Panelists; on the buying side: Maurice Kelley Jr. of Eastern Airlines, Phyllis Stagg, then of Compton Advertising, Tom McCabe, Benton & Bowles. On the selling side: Roger Clapp of Richmond (Va.) Newspapers, Melvin Tharp, of the Columbus Dispatch, Joe Laferty of Branham-Moloney. Co-ordinator: William Fitzhugh of Newspaper Preprint.

Roundtable 3: Advertising and Drug Abuse. June, pg. 51. The relationship of over-the-counter drug advertising and drug abuse in the U.S. remains unproven. But advertising is still either a culprit or a scapegoat for the problem. Panelists: Alvin Achenbaum of J. Walter Thompson, Jim Rupp, of The Proprietary Association, Stanley Canter, of Ogilvy & Mather, Michael Sonnenreich, of the National Commission on Marijuana and Drug Abuse, Richard Earle of Grey Advertising and the National Coordinating Council on Drug Education, Dr. Henry Brill of Pilgrim State Hospital and Dr. Francis Lanni of Columbia University.

Roundtable 4: New Magazines. July, pg. 51. Buyers and sellers get together to develop guidelines for the evaluation of new books. Panelists: Constantine Kazanas of Young & Rubicam, William MacFarland of Campbell Soup Co., Howard Tobias of N.W. Ayer & Son, Jack D. Rehm of Meredith Publishing Co. and George A. Hirsch of New Times magazine.

Roundtable 5: Children's tv. July, pg. 64. Advertisers and broadcasters are being pressured to reduce — even eliminate — advertising to children on tv. Panelists: Bill Claggett, moderator, of Ralston Purina, George Simko of Benton & Bowles, Peggy Charren of Action for Children's Television, George Heinemann, of NBC-TV, Jack Jacobson of Continental Broadcasting, Gerald Thain, of the FTC and Dr. Seymour Banks of Leo Burnett.

